

COMPLAINT NUMBER	21/167
ADVERTISER	ACT Party
ADVERTISEMENT	Act Party, Facebook
DATE OF MEETING	1 May 2021
OUTCOME	Settled – advertisement removed

Advertisement: The Act Party Facebook advertisement has text which says “Labour’s 39 percent tax rate takes effect today. Instead of punishing one group of people with divisive and harmful policies, Labour should be uniting New Zealand behind good ideas for a more prosperous country.” The advertisement shows a picture of the Prime Minister Jacinda Arden with a group of school children. Next to her is the quote “If you study hard, get a good job, save money and invest wisely, we’ll tax you harder.”

The Chair ruled the complaint was Settled.

Complaint: The ad is misleading as it seems to attribute a quote to Jacinda Ardern that she never made. The use of quotation marks clearly is a grammatical indicator that someone has used those words verbatim on the record. I can find no record of this and would like the ASA to investigate. This ad has the potential to do damage to the reputation of Jacinda Ardern, the Labour Party and the New Zealand Government. At a time when the world is so alert to the detrimental effects of "fake news" and the use of misleading political ads on social media platforms, I hope that this complaint will be investigated and upheld.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(e);

The Chair noted the Complainant was concerned the advertisement was misleading to attribute a quote to the Prime Minister which she did not say.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint the Advertiser immediately removed the advertisement and confirmed it has no intention of reusing it in the form complained about.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action of removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair’s Ruling: Complaints **Settled- advertisement removed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.